



Marketing Advisory Agenda/Minutes

Marketing Advisory Committee Agenda



CTTC Marketing Advisory Committee Meeting

Tuesday, February 27, 2007
9:30 a.m. – 12:30 p.m.

Sheraton Grand Sacramento
1230 J St
Sacramento, CA 95814
(916) 447-1700

AGENDA

Any and all items on this Agenda are subject to discussion and vote

- I. Call to Order/Approval of Agenda and October 24, 2006 Marketing Advisory Committee Meeting Minutes/Welcoming Remarks
- II. Executive Director Report
- III. Budget - FY 07-08 Strategic Marketing Plan (\$50 Million) - Presentation and Discussion
- IV. Domestic Advertising/Co-op Update
 - a. California Snow Campaign Report
 - b. Spring/Summer Advertising Campaign Update
 - c. Focus Group Report
 - d. Update on Cooperative Marketing Activities
- V. Web site/Publications/Fulfillment Report
- VI. International Report
 - a. Travel Trade Update
 - b. International Show/Program
 - c. New International Offices
 - d. Communications
 - e. Consumer/Co-op
 - f. Japan Market Research
 - g. International Summit Report
- VII. Domestic Communications/Media Relations Report
 - a. Media Events (San Francisco/New York)
 - b. International Offices Update
 - c. High Definition/B-Roll Project
- VIII. Welcome Center Status/Update
- IX. Other Business/Public Comment
 - a. Tour of California
 - b. Road-side Rest Areas
- X. Adjournment

**Marketing Advisory Committee
Meeting Minutes
October 24, 2006**

**CTTC Marketing Advisory Committee Meeting
October 24, 2006
Ritz Carlton, Marina del Rey**

Executive Director Beteta called the meeting to order at 12:30 p.m. Roll was taken and the following Marketing Advisory Committee members were present: Commissioner Anderson, Brad Burlingame, Andy Chapman, Commissioner Erskine, Mark Feary, Kerri Kapich, Commissioner Litrenta, John McMahon, Commissioner Meinhold, Kathy Paver, Mo Renfro, and Bob Warren. Committee members absent were: Brian Baker, Commissioner Bilby, Bill Bullard, Diane DeRose, Jerry Easley, Rodney Fong, Jack Giacomini, Bric Haley, Nancy Light, Patti MacJennett, Diane Mandeville, Anastasia Mann, Greg Murtha, and Woody Peek. Others present included: Lori Bartle, Jeanne Berube, Cori Boone, Lynn Carpenter, Gregory Carson, Sue Coyle, Troy Cantrell, Jerry Dow, Commissioner Fujiwara, Mike Gallagher, Ross Hutchings, Jennifer Jasper, Commissioner Kennedy, Kevin Lynch, Kristen McCluskey, David Mering, Shana Nunez, Lori Richards, Mina Robertson, Janice Simoni, Scott Tanner, Glenda Taylor, Commissioner Wagnon, and Susan Wilcox.

Motion by Commissioner Westrope to approve the minutes from June 27, 2006 meeting. Second by Brad Burlingame. Motion unanimously approved.

Executive Director Report

Executive Director Beteta reported on Secretary Wright McPeak's decision to resign as Secretary of the Business Transportation and Housing Agency and thanked her for her support and leadership. Executive Beteta also recognized the rental car industry for their work in securing the tourism funding bill.

Budget Update

Executive Director Beteta reviewed the post marketing plan with the committee. She reported that the plan was written at an \$18.25 million budget level. The CTTC had \$2.6 million in carryover funds which brought the new budget to approximately \$29 million. She reported that there were only five line item changes on the new budget.

Motion by John McMahon to approve the marketing budget as reported and submit it for Commission approval. Second by Commissioner Zucker. Motion unanimously approved.

Ad/Co-op Update

Executive Director Beteta reported that NASCAR legend Jeff Gordon was filmed for the new spot and thanked Commissioner Zucker for her support. Kerry Kapich reported on all of the programs in which the CTTC is currently engaged. Denise Miller of SMARI reported on the advertising effectiveness study. Denise reviewed the methodology behind the report and stated that the final ROI will be reported on at a later date.

Lori Bartle of MeringCarson reported on the new advertising plan for the rest of the fiscal year. She reported that in the past year the CTTC has had national coverage in addition to the Southwest Airlines 'tag spot.' She reported that travel volume was up 6.7 percent in California, leisure travel was up 7.1 percent, and non-resident leisure travel was up 15 percent. Unique visits to the CTTC Web site were up 50 percent nationally. She reported that the CTTC is also going to supplement the cable buy with the new spot in additional markets. Canadian markets are being reviewed, and the CTTC will be increasing focus to the Web site. She reported that MeringCarson anticipates an estimated 826 million impressions this year with the new spot. The winter spot will run for 5-6 weeks in Atlanta, Chicago, Dallas/Fort Worth, and Houston. The spring spot will have a 72 percent reach.

Motion by Commissioner Litrenta to approve strategy and overall direction of the advertising buy Second by Commissioner Anderson. Motion unanimously approved.

Dave Mering reviewed the creative updates and stated that the approval process for the celebrities is being completed. He reported that this new concept is easy to take scenes in and out from year to year. Lori Bartle reported on the new Web site and added that the new visitcaliforniasnow.com site is being updated with new games and additional features.

Susan Wilcox reported on the success of California Rewards and the ability this program has to bring industry segments together. The California Rewards cards were distributed through Applebee's, Longs

Drugs, and Albertsons. Each Reward Card has a monetary value and can be used towards consumer's trips to California. She reported that 6,000 consumers have been on the site to use the program. She reported that Rodney Strong Vineyards has started the California Wine Program which consists of 25 wineries and 50 hotels in the program. She reported that the Lunch Boxers program has been very successful and is working with Southwest Airlines to have these lunch boxers distributed on Southwest Air flights.

The new California Treasure Hunt program has the potential to become the biggest co-op in which the CTTC is involved. The California Fun Spots program has grown from 6 to 50 attractions. The CTTC is looking at an attractions program for early spring. The Cultural program is also growing. Shop California Hats and Bags, is a partner-designed program and currently has 36 partner packages that will be promoted through this fiscal year and next year.

Web site/Publications/Fulfillment Update

Susan Wilcox reported that last year the *Visitors Guide* was put into the NXTbook format and this increased the average user stay on the Web site to approximately 13 minutes. She reported that the *Driving Tours Guide* was added online this year and visitors are spending about six minutes per session on this publication

Travel Trade

Jennifer Jasper reported that the CTTC is actively looking for a Travel Trade Manager. The CTTC is also hoping to have a Nissan promotion in the United Kingdom in the coming year. Nissan will be spending approximately \$15 million on the program and will be creating a California car. In addition, Glenda Taylor reviewed a list of international and domestic programs that the CTTC will be involved in during the next few months.

Executive Director Beteta reported that the international budget was increased to \$3.6 million and additional funds have been allocated to the key line items that were discussed in the previous meeting.

Communications Update

Jennifer Jasper reported on the San Francisco Media Event where 76 delegates and 85 media attended. The event was held at AT&T Park and was the largest media event to date. She reported that the next media event will be in New York in February. She reported that the CTTC is expanding its media reach to Miami and eastern Canada. It was reported that the CTTC had over 15 million impressions in the past quarter. She also reported that the Pow Wow delegation has to raise upwards of \$1 million for the event and the CTTC has allocated \$100,000 as a partner.

Research Update

Tiffany Urness reported that last year's occupancies were high and that international arrivals have started to weaken. By August the arrivals were down in every major market except for Australia and China. The lodging industry occupancy rates are still high. She reported that the research program will be looking at advertising effectiveness studies and possibly going into Canada.

Welcome Center Update

Janice Simoni reported that a new Welcome Center in the Inland Empire will be opening soon and that it will be operated by the San Bernardino Convention and Visitors Bureau. She reported that there are still two regions in the state that do not have Welcome Centers. Welcome Center managers will be meeting regarding the booking engine for the California Welcome Center Web site.

Other Business

Nothing to report

Public Comment

No public comment

Adjournment

Meeting adjourned at 3:54p.m.